CANADIAN MOVING PICTURE DIGEST

Vol. 19, No. 18 | TORONTO 2, CANADA | September 3rd, 1927

SOME BABY!

METRO-GOLDWYN-MAYER EXTENDS sincere thanks to the exhibitors of America for their marvelous, unprecedented reception of M-G-M News, the new newsreel. Young blood showmanship has again demonstrated its right to the Top of the Industry.

PUBLISHED BY

CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED

259 SPADINA AVENUE, TORONTO 2

WATCH M-G-M'S THE BIG PARADE

IT'S STARTED!

LOS ANGELES
Police handling mobs. Doors at Criterion open 8:45 A. M.

CLEVELAND
After two Roadshow engagements, Stillman breaks all records in 4 mid-summer weeks.

CHICAGO
Every record smashed. Doors open 9 A. M. at McVickers. S. R. O. up 'till closing.

SAN DIEGO
Pantages can't begin to handle mobs clamoring for admission. All records crashed.

Pathe-DeMille Showmanship Service

Is not just a slogan—it represents the highest type of advertising and exploitation help designed by skilled advertisers, showmen and artists.

Pathe-DeMille advertising produces maximum results at a minimum cost. ***It pays to advertise*** and the wise showman will make liberal use of Pathe-DeMille high-powered lithographs, cuts, mats, slides, banners, press sheets and other accessories.

Pathe-DeMille features during season 1927-28 will be of the highest possible type and--popular stars, famous directors, outstanding stories and supporting casts made up of sterling actors and actresses.

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Sole Distributors for Canada

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Cartoonist Paul Terry the most famous Cartoon Feature of the Screen.

A big little feature that never misses. Thousands of exhibitors depend on it to round out the perfect program. A knockout series of 52 for Season 1927-28.

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A sure-fire bet on any program. Once shown, your patrons will insist that you run them every week. 52 issues for Season 1927-28.

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The Weekly Magazine of the Screen. Always something new and entirely different.

Absorbingly interesting and instructive. A large part in technicolor. 52 issues during the season, each one an outstanding feature.

REGAL FILMS LIMITED

SOLE DISTRIBUTORS FOR CANADA

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"Honky-Tonks" Must Go!

THE ROYAL COMMISSION of Montreal, which was appointed by the Hon. Premier Taschereau of Quebec, to investigate circumstances governing the Montreal Theatre tragedy has brought in a "clean slate" for Motion Pictures as far as its moral status is concerned.

Various opinions were given by clergy, officials, and those who made up the general audience one finds in Motion Picture theatres, including testimony from educationalists and occasional Motion Picture patrons.

The investigation was as searching as any institution of this kind could be.

RAY LEWIS

Representatives of various societies, religious, fraternal, educational, social service, sporting, were given a chance to express an opinion of Motion Pictures; for once started, the Commission widened its field of operation and became a general tribunal at which Motion Pictures was being tried.

Conspicuous among the various angles touched upon, was the moral influence of Motion Pictures; and its relationship to the people, not only on week-days, but Sundays.

The Sunday closing issue was vigorously opposed by the public, represented in that class designated as the "laboring class," the masses which are the real Motion Picture fans; and who predominate in Motion Picture patronage.

Now that the Commission's findings have been handed down; and Motion Pictures has been found not guilty of immorality, now that the Sunday closing issue in Quebec has been found unpopular to the people of the Province of Quebec, it looks as if the Montreal situation clarifies itself somewhat.

The Commission was presided over by Judge Louis Boyer of Montreal and a 44-page typewritten report, covering about 13,000 words, was submitted.

No criminal or civil responsibility on the part of anyone whatsoever has been found in connection with the Laurier Palace fire and theatres in general.

The findings are as follows:

1. The Laurier Palace disaster was caused by panic occasioned by a fire, resulting from the negligence of a person unknown.

2. There is no criminal or civil responsibility on the part of anyone whatsoever.

3. Children under 16, even if accompanied by parents, should not be admitted.

4. Sunday performances should not be prohibited.

5. Citizens in general, and the working class in particular, are, generally speaking, in favor of the exclusion of children under 16 years of age, and are against the banning of Sunday performances.

6. The provincial and municipal laws are generally sufficient, except in a few cases.

7. The manner in which these laws are carried out is generally satisfactory, but more poster inspectors should be employed by the provincial censor board and not by the municipal authorities.

8. The cinema, generally speaking, is not immoral.

The situation as it developed in Montreal has caused the Industry of Motion Pictures thousands of dollars worth of damage through loss of time, in money, anti-propaganda, undesirable publicity, restrictions, inspections, loss of business in attendance, not taking into consideration other legislative enactments which were given impetus and support through the agitation created.

The loss by the death toll is incalculable.

Therefore this Industry itself should resolve itself into a tribunal for the safeguarding against any future eventuality of this nature.

The Industry should sit in judgment upon any situation which may develop into a menace to itself; and should adopt a most radical attitude towards the elimination of an existing condition which has dangerous possibilities.

Ray Lewis

Ray Presents

"NELSON," produced by British Instructional Films and released in Canada through Regal Films, should do very well throughout the British Empire, because "Nelson" is a historical favorite; and the sea with its Navy thrill makes such a powerful and appealing background. The picture has a consistently good story and is well produced.

At the Tivoli Theatre, where it opened its first engagement in Toronto, it was held over for a second week, owing to the aggressive and intensive exploitation campaign with which the Tivoli Manager, Tom Daley, presented the feature. Every other exhibitor in Canada, who will get behind "Nelson" can attract a patronage to his theatre which will enjoy the feature.

IF ENGLAND is looking for world distribution on pictures of the class and quality of "Nelson," England is going to be disappointed. To argue that "Nelson" is as good as some U. S. made films and better than others, is a poor "selling argument."

England will be obliged to make pictures as outstanding as the German-made successes, such as "The Cabinet of Dr. Caligari," "The Last Laugh," "Faust," "Variety," "Metropolis,' etc., before England will be able to "crash the gates' into a World Film Market Trade.

So far England has not produced, as far as I know, one great artistic success by way of a Motion Picture.

England has produced several pictures which were admirable; and which had selling and entertainment value, such as her early successes, "The Better 'Ole," "The Battle of Somme," "Zeebrugge," "Mons," "Ypres," some of the Balfour comedies, "Nell Gwyne," but a picture which will make the world "sit up and take notice," which can be filed in a Library of Film for its Art value; and not from a historical or propaganda angle, where is that picture which England has produced?

WALK through the Art Galleries of England; and you will find therein the world's best examples of the Art of Painting. Through the British Museum for the world's best Sculpture. Orchestral and vocal concerts have presented artists which could travel in any man's country and be deemed artists supreme.

ENGLAND'S stage has furnished players and plays dramatic, musical, and vaudeville artists who have added to their renown and fame when visiting foreign countries.

The productions which England's theatrical producers gave us in Canada could have been presented before the high-brow, low-brow, no-brow audiences of the world and been acclaimed works of Art.

IN THE REALM of literature, politics, statesmanship, education, science, England takes her place with the world's best, which makes me wonder why she has such a poor vision in the matter of the production of Motion Pictures, as far as producing them; and being self-satisfied with what is produced.

The American Mercury, "The Irish World" Calls Us Names

Both the "Irish World" and "American Mercury" (the former in an editorial called, "Plain Words To Movie Directors," and the latter in an article, "Mad Movie Money," by Welford Beaton) give the Industry of Motion Pictures a contact with the public? Free publicity in publications which reach the people, and which this Industry so much courts?

The Trade papers which have not such a wide circulation among the public, have never given the Industry such a contact and presentation; and yet some in our Industry say "away with Trade papers," let us cultivate the press which reaches possible picture patrons.

It will now be up to the "step-children" of the Industry, the Trade papers, to defend the Industry and challenge the statements which these publications mentioned have made.

For instance "The American Mercury" says, through its contributor:

"The Motion Picture Industry still is a charlatan, but its mere bulk has already gained it financial recognition. It has become a borrower. I believe it is the only industry that has bankers completely buffaloed. If a building contractor intended to erect a seven-story building, he would not be advanced enough money to construct twelve stories and then pare them down to seven. His banker would think he was crazy if he made any such suggestion. But that is what the picture producer does, and the banker doesn't know it. He is satisfied because his loan is repaid, and the producer is satisfied because his extravagantly made picture still yields a profit.

"But you can't fool dollars permanently. Some day Wall Street is going to get wise to the appalling inefficiency of the organizations headed by Adolph Zukor, Jesse Lasky, Marcus Loew, Louis B. Mayer, William Fox, Joseph M. Schenck, Richard Rowland, Cecil de Mille and the Warner Brothers. It is going to ask what happens to the money the big companies borrow. It is going to find that it is lending two dollars to do the work that one should do. It is going to figure that the market price of movie shares is conditioned by the inefficiency behind them, and that if efficiency stepped in they would double in value. It is going to learn that no reform can be accomplished as long as the present personnel controls the Industry, and it is going to lock its strong boxes until there is a clean sweep.

"This raid of Wall Street on the pictures will be, like all other Wall Street raids, purely predatory, but it will be so salubrious that it will shake off the shackles of ignorance and stupidity that now make the screen a stuttering art instead of one capable of expressing itself. Those who control the money will insist that it be spent wisely.

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"Because the men I have mentioned above are apprehensive of this inevitable Wall Street pro-protest—or perhaps as a reform gesture prompted by a protest already registered—a salary cut comedy was staged in Hollywood in June. It really was quite entertaining. It seems to have been born in the Paramount Building in New York, and it died all over Hollywood. Its lamentable life proves how inefficient are the captains of the Motion Picture Industry when they essay to cure their own inefficiency."

And the "Irish World," referring to the producers of "The Callahans and Murphys," comments as follows: "Dirty orientals presuming to maul and paw our women in public.. Another choice sentence "Let them take their dirty hands away from the mothers and the sisters and the daughters of Irish men."

The editorial continues, "If Marcus Loew and Abraham, or Jacob, or Izzy Warner want to make money by holding women up to indecent laughter, let them confine their showmen's talents to the Rebeccas and Marthas of their own families. If they want filth and stupidity and indecency, they needn't go out of the Ghetto to find it. If they want grotesque figures, Hester Street is full of them."

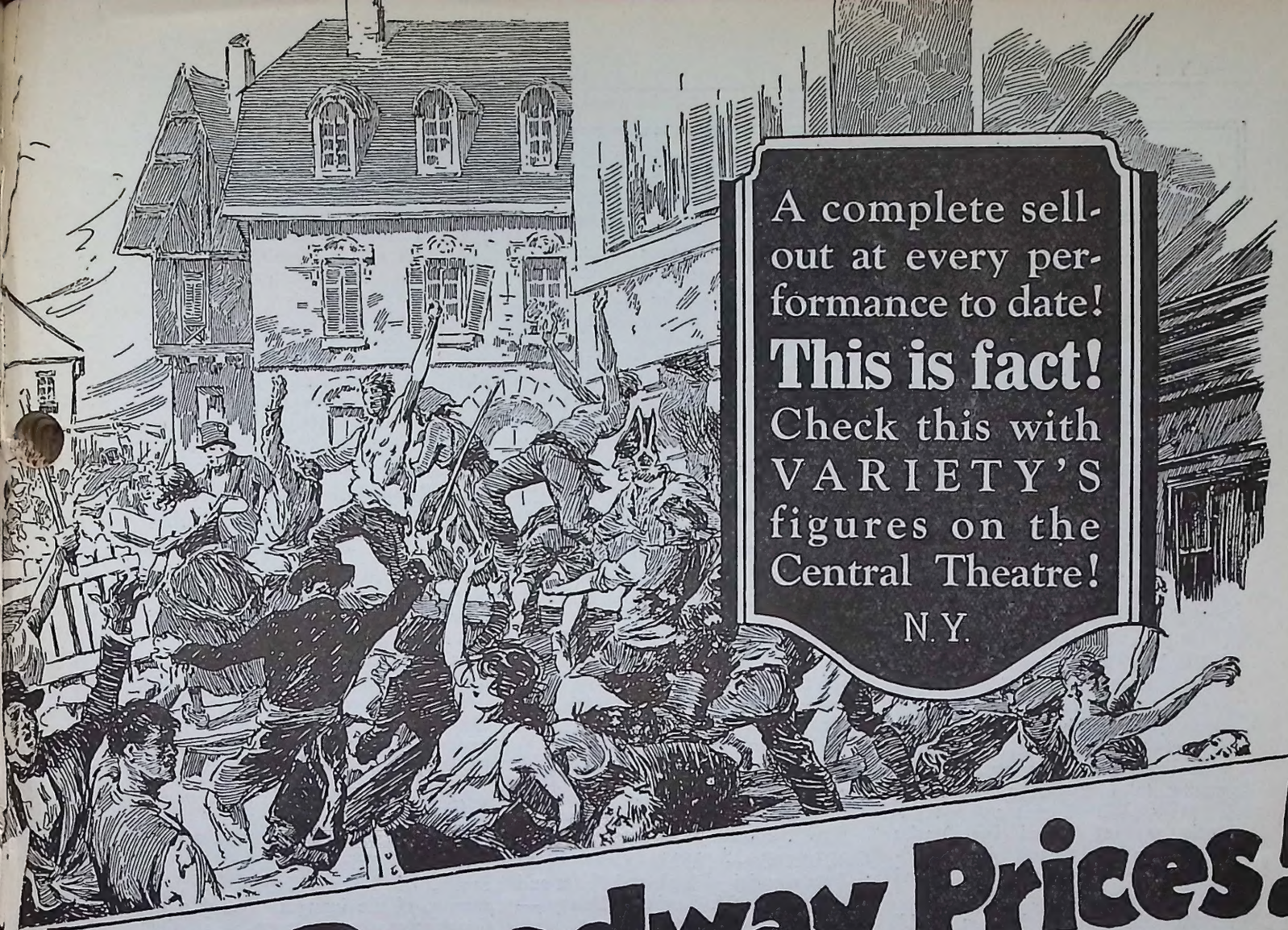
I have given you but the barest outline of both of these articles. It is not the first time the press has held the Industry of Motion Pictures "up to scorn and ridicule;" and yet these are the publications which stand in favour by way of receiving our Industry's support, while ways and means are resorted to, in our Industry, to eliminate the Trade Press.

—Editor.

F. A. Flader En Route to Europe

F. A. Flader, veteran Universal theatre manager, who for the past year or so has managed the Randolph Theatre, Chicago, for Carl Laemmle, arrived in New York last week and sailed Saturday for Germany aboard the Leviathan, accompanied by his wife.

He has been selected by Laemmle to head the expanding theatre organization being built up by Universal on the Continent. Several theatres already are in operation, the principal one being the new Mercedes Palast in Berlin. There also are other houses in Germany and one in Zurich, Switzerland.



A complete sell-out at every performance to date!

This is fact!

Check this with VARIETY'S figures on the Central Theatre!

N.Y.

on at Broadway Prices!

ccessor to "The Hunchback of Notre Dame"!

erables

Film de France Triumph

TORONTO THEATRES

UPTOWN — "Twelve Miles Out," with John Gilbert, Joan Crawford and Ernest Torrence—Metro-Goldwyn-Mayer. Class B plus. A thrilling story of the rum runners. Gilbert does big work. The plot is consistent and interesting. Joan Crawford does excellent work and Ernest Torrence contributes a big share to the success of the picture. The direction is excellent and the entire cast interesting enough to take notice of. The theme is one of popular interest and the author has built up his characters so that they run "true to form." Packed houses attested the drawing power of star and the picture.

TIVOLI — "The Stolen Bride," with Billie Dove and Lloyd Hughes — First National. Class B. "Flapper food," the name is enough to have them pack the theatre. Both stars are well-liked and the feature provides good entertainment. A romantic tale between a Hungarian Princess (Billie Dove) and a Hungarian peasant (Lloyd Huges) who have been sweethearts since childhood. The direction is good, and the feature popular.

PANTAGES — "A Million Bid," with Dolores Costello — Warner. Class B. Beautiful Dolores as a social bud whose scheming mother plans to marry her off to the wealthiest of her suitors, of "the highest bidder." The story is light, but Miss Costello does her usual good work, and the supporting cast includes Betty Blythe, as the selfish mother, Malcolm McGregor, as the hero, and Warner Oland, as the villian rounding out an excellent cast.

SHEA'S HIPPODROME — "Painting the Town," with Glenn Tryon and Patsy Ruth Miller — Warner. Class B plus. A wonderful comedy, that is a treat. Glenn Tryon is a real find. As the "rube" that visits New York, he provides a fine characterization. Patsy Ruth Miller looks lovely as the "follies girl," who finally falls in love with the "rube." A comedy that registers as pure entertainment.

LOEW'S — "Barbed Wire," with Pola Negri — Paramount. Class B plus. The thrills of love and hate interwoven skillfully by the author, Hall Caine, and as skillfully directed by Eric Pommer and Rowland V. Lee. The adaptation by Jules Furthman from "The Woman of Knockloe." This is another war picture full of dramatic interest and the pathos that does a lot of "heart-pulling." Clive Brook as the German, with an opportunity for clean-cut comedy comes perilously close to running away with the picture's honours. Pola Negri, the star, does some of her best work. Einar Hanson and Claude Gillingwater have small parts which are, however, outstanding in quality of acting.

Neighborhood Theatres

PALACE—"Lost at the Front," with Charlie Murray and George Sydney—First National. "Dance Magic," with Pauline Starke and Ben Lyon—First National.

ST. CLAIR — "White Gold," with Jetta Gould — Regal. "His First Flame," with Harry Langdon — First National.

COLLEGE — "White Gold," with Jetta Goudal—Regal, and "Fast and Furious," with Reginald Denny — Universal.

CAPITOL — "Naughty, But Nice," with Colleen Moore — First National.

ALHAMBRA — "Callahans and the Murphys," with an All Star Cast—Metro-Goldwyn-Mayer.

PARKDALE—"Naughty, But Nice" with Colleen Moore — First National. "Old San Francisco," with Dolores Costello—Warner.

OAKWOOD—"Framed," with Milton Sills—First National. "Naughty But Nice," with Colleen Moore — First National.

BEDFORD — "The Sunset Derby," with Mary Astor and William Collier, Jr.—First National.

RUNNYMEDE — "Missing Link," with Syd Chaplin—Warner "Dance Magic," with Pauline Starke and Ben Lyon—First National.

Dempsey-Sharkey Film Cleaned Up at Keith's, Ottawa

B. F. Keith's Theatre, Ottawa, Ontario, enjoyed a clean-up with the Dempsey-Sharkey fight pictures which Manager J. M. Franklin secured exclusively for the Canadian Capital. Mr. Franklin reported that receipts for week constituted a near-record for the house despite the hot weather. Many U. S. tourists saw the fight film here.

World's Marathon Swim Won by Veirkoetter

Vierkoetter won the World's Champion Marathon Swim, finishing his race of 21 miles in less than 12 hours.

His was an easy victor, holding the lead, after he had taken it from Toronto's Catalina hero, George Young, until the finish of the race.

Contracts from both Loew and Keith's have been offered but no announcement of acceptance yet made. Vierkoetter wins $30,000 for his marvellous feat, staged at Toronto.

Musicians Threaten Strike Operators, Stage Hands To Walk-out Out Also

Unless something happens before Monday the musicians will walk out of our leading theatres in Toronto and the operators and stage-hands, who have no grievance, will sympathize with the "strikers" by a walk-out also.

The musicians who get $58.00 per week, ask for $75.00 per week. The leaders raising their salaries from $90.00 per week to $125.00.

Tiffany Inaugurates National Sales Contest

General Sales Manager, Ed. J. Smith, of Tiffany Productions, has announced the inauguration of a national sales contest, open to all field men, branch managers, salesmen and bookers of the various Tiffany exchanges.

The particulars of the sales contest were announced in a two-page spread which appeared in "The Sparkler," the Tiffany house organ, announcing the rules, the three cash prizes awarded for first, second and third, and the duration of the contest, from July 5th to October 1, 1927.

Some of the outstanding features of this contest are the facts that the exchanges declared the winners will divide a certain percentage of the prize money among the branch manager, salesmen and other employees of their exchange. There will also be three separate prizes for the bookers.

The winners will be determined by the gross they obtain above their quota for their territory on the 1926-1927 pictures plus the greatest amount obtained on the 1927-1928 product.

"The Private Life of Helen of Troy" features Maria Corda, Lewis Stone and Ricardo Cortez in the three principal roles for First National.

"Les Miserables" Opens Centre Theatre

French Production to Have an Extended Run Under the Supervision of Dr. Riesenfeld

"Les Miserables," Universal's Film De France production of the famous Victor Hugo classic, opened at the Central Theatre, Broadway near Forty-Seventh Street, New York City, on Sunday, August 21st, for an extended two-a-day run, at legitimate prices.

This showing is the result of a sudden shift in Universal plans. The Central was leased for the principal purpose of providing a long-run legitimate-price Broadway outlet for "Uncle Tom's Cabin," Carl Laemmle's $2,000,000 production of the famous ante-bellum novel and drama.

The magnitude of "Uncle Tom's Cabin" however, has lengthened its production period time after time. It was expected that it would be ready for showing late this summer, but camera-work was completed only several weeks ago. Harry Pollard is now busily engaged in editing and titling the 900,000 feet of negative which has been shot. Even with the corps of helpers working under his direction, it is unlikely that the picture will be ready for the screen late in September.

Jannings Gets Ovation At Los Angeles Premiere

Emil Jannings' first American-made film, "The Way of All Flesh," is breaking attendance records with its premier showing in New York, where it was received by critics as Jannings' greatest contribution to the screen.

The first showing of the film in Los Angeles was a brilliant affair, with a large number of screen stars present. Wallace Beery was master of ceremonies and in introducing Jannings to the audience declared that his greatest ambition was to be cast in a role supporting the German actor. Jannings and Victor Fleming, the director, were given an ovation.

"ROOKIES" ONE OF BEST

Mr. Ralph R. Gribble, Grand Theatre, New Hamburg, says:

"Rookies" is one of the best, if not the best, picture I have ever shown in twelve years."

Four German Producers Stop at Moncton, N.B.

Four German motion picture men, making an educational film of Canada, covering Canada from coast to coast for the North German Lloyd Steamship Company, stopped off at Moncton, N.B. The educational, when finished, is to be shown in schools and public places throughout Germany in order to give the people of Germany a better idea of the Dominion of Canada.

The party included Dr. O. Dryer, owner and proprietor of the Doring Film Works Company at Hanover, Germany, producers of educational films; Karl Pinch, art director and artist; cameraman Urban and chief mechanic Lunenberg.

They were accompanied by F. C. Brette, C.N.R. Immigration Commissioner.

J. M. Franklin and Family Had Narrow Escape

J. M. Franklin, manager of B. F. Keith's Theatre, Ottawa, Ontario, and family had a narrow escape from death or serious injury on August 9 when the big Buick driven by Mr. Franklin skidded on a street in the outskirts of the Canadian Capital, mounted the sidewalk and knocked down a Keith Theatre billboard in the adjacent lot.

A wagon was driven by a teamster from a side street during a heavy rain directly in the path of the Franklin car and when Manager Franklin put on the brakes to avoid a collision the automobile skidded and jumped the sidewalk.

The only one injured was Mr. Franklin's daughter, Lillian, who received head bruises. The bumper and one headlight of the car were damaged. The Franklins were returning from a trip to Montreal.

"The Fortune Hunter" For Warner Bros.

Syd. Chaplin's new starring picture for Warner Bros. will be released under the title of "The Fortune Hunter," it has been announced. It is adapted from the Broadway stage success by Winchell Smith which achieved a year's run in both New York and Chicago and was played by road companies in practically every large American city.

"The Fortune Hunter" was directed by Charles F. Reisner who also made Syd. Chaplin's starring vehicles, "The Better 'Ole" and "The Missing Link." The cast of this forthcoming release includes Clara Horton, Helene Costello, Louise Carver, Thomas Jefferson, Duke Martin, Robert Perry and Paul Kruger.

"Oriental" Portland Opens "Moon of Israel"

The Oriental Theatre, Portland, Oregon, will open some time in September with "Moon of Israel," the F. B. O. special with Maria Corda and Arlette Marchal in leading roles. This picture had its world premiere at the Roxy Theatre, New York, where it played to capacity audiences for an entire week.

The Oriental Theatre is one of Portland's largest and most beautiful first run houses.

Dog Show and Parade With "Hills of Kentucky"

When "Hills of Kentucky" played the Imperial Theatre, Ottawa, Ontario, starting August 20, Manager Ray Tubman staged a dog show and parade along unique lines, "Rin-Tin-Tin" being featured in the production.

There were a number of classes in the dog exhibition, including ribbons, cash awards and passes for the largest dog, the smallest, the most handsome, ugliest, dog with cart and just plain dog.

In the dog and cart class, the decorations on the wagons counted as much as the dog itself. A dog parade was held from the theatre.

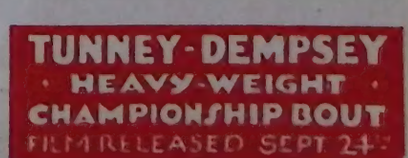
Newspapers Report Suicide Follows Attendance at Theatre

When Miss H. Lapointe, a young lady of Hull, Quebec, witnessed a presentation of "The Fourth Commandment" at a theatre in Ottawa it moved her so deeply that, within a short time after she had returned home she proceeded to an upstairs room where she committed suicide by hanging.

The police obtained this information through statements of relatives but, although the newspapers reported circumstances of the case, they did not mention the name of the moving picture feature.

No Labour Difficulties In Ottawa This Year

The exhibitors of Ottawa, Ontario, will not have any differences with organized labour this year for the simple reason that the situation in the realm of theatres in the Canadian Capital has been most pleasant for some years.



Round About the Studios

TUNNEY-DEMPSEY
HEAVY-WEIGHT
CHAMPIONSHIP BOUT
FILM RELEASED SEPT 24TH

The Universal Jewel Production being made with Charles Ray from Gerald Beaumont's story, "Betty's A Lady," will reach the screen as "Kid Gloves," it has just been decided by Universal production heads. It is a prize ring story put into screen form by Harry O. Hoyt, who wrote "Painting the Town," and directed by James Flood. James Gleason, co-author of "Is Zat So," noted stage play, has the role of the fight manager. Others in the cast are Jobyna Ralston, Arthur Lake and Edythe Chapman.

The picture is set for release in 1928.

"The Cossacks," Tolstoi's world-famous story, will be translated to the screen with John Gilbert in the starring role, according to announcement by Irving Thalberg, Metro-Goldwyn-Mayer production executive.

Lorraine Eason, who has just completed the "Beauty Parlor" series of comedies with Al Cook and Kit Guard at F.B.O., will play the feminine lead, opposite Sam Nelson, leading man of "The House of Courage," starring Ranger, the educated dog, just finished.

Doris Kenyon, charming and talented featured player in First National Pictures, will play opposite Milton Sills in his forthcoming picture, "The Valley of the Giants," according to announcement by First National Pictures. This combination should prove particularly effective in this virile story of the West by Peter B. Kyne.

"Give us the once over," says "tough" Mickey McGuire. Both he and the "goil friend" appear in the "Mickey McGuire Series," released through Greater F.B.O.

The fascinating and exotic Scandinavian, Greta Garbo, appearing in "Love," for Metro-Goldwyn-Mayer.

Warner Oland has been named by Warner Bros. for the title role in "Good Time Charley," a melodrama that will soon be put into production at the company's studio. The role will be one of great characterization possibilities along the lines pursued by Oland since he abandoned the delineation of heavies.

Work will begin on "Good Time Charley" when the player completes his current task of portraying the cantor in "The Jazz Singer."

Feature films now being made at the William Fox Studios in Hollywood are: "Bride of the Night," "Publicity Madness," "Grandma Bernle Learns Her Letters," "Pajamas," "Two Girls Wanted," "The High School Hero" and the following two-reel comedies: "The Kangaroo's Kimono" and "Twenty Legs Under the Sea."

George Hill, who made such outstanding successes as "The Barrier," "Tell It to the Marines," and "The Callahans and the Murphys," will direct Metro-Goldwyn-Mayer's "The Cossacks."

TUNNEY-DEMPSEY
HEAVY-WEIGHT
CHAMPIONSHIP BOUT
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HEAVY-WEIGHT
CHAMPIONSHIP BOUT
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Leaving Hollywood today for Keene Camp, where he will remain for more than a week, Tom Tyler, F. B. O. western star, will begin work on his forthcoming production, "The Gambler's Game," under the direction of Robert De Lacy.

Accompanying Tyler are more than 30 persons, including Sharon Lynn, Jerry Pembroke, Robert Burns, Robert Reeves, Ray Childs, James Van Horn, Carol Halloway, and others.

"Canvas Castles" will be a pictorial story of life in the open, released on the Grantland Rice Sportlight schedule. "Beating the Handicap" will cover the individuals who have overcome various handicaps such as weight and size in their quest for stellar honors on the fields of sport. "Clowning the Game" will embrace laugh-getters of the Nick Altrock type.

In addition to Glenn Tryon, Laura La Plante's support in "Thanks for the Buggy Ride" will include Richard Tucker and Lee Moran, both of whom were signed this week by Universal.

Harry Carr and John Farrow have written the screen story for "The Wreck of the Hesperus," adapted from the Henry Wadsworth Longfellow poem. In this the appealing love story predominates and the thrills are given by the spectacular wreck which climaxes the picture. Elmer Clifton, who produced "Down to the Sea in Ships," is directing.

Meet "Mr." Dorothy Mackaill as she looks in "The Crystal Cup" for First National.

Quota for Canada May Come Up January

Arrangements are shaping up for the placing of a request before the Canadian House of Commons at the next regular session in January at Ottawa for legislation providing for encouragement for motion pictures produced within the British Empire. This declaration is made, following the tour through Canada of Sir Henry Cowan, a member of the British House of Commons who was actively identified with the film quota debate in the British House last spring. Lady Cowan, who accompanied him, was largely responsible for the film quota legislation in Australia.

The movement in Canada is being organized by the Imperial Order of the Daughters of the Empire, National officers of which have already held a conference on the subject.

Lupino Lane Controls Interest London Theatres

To Direct Himself in Next Educational.

Lupino Lane will direct himself in the next Lupino Lane Comedy to be put in production at Educational Studios.

The star has had several years' directorial experience in England, where he was the head of the Homeland Films prior to the war.

Lane occupies a unique position in filmland. He is the only star before the screen who is, or has been, producer, director, distributor and star. At the present time he owns the controlling interest in several theatres in London.

Courtesy with Service

Motiograph De Luxe Projectors.
Cont-El-Arc Motor Generators.
Superlite Gold Fibre Screens.
Brenkert Spot-Flood Lamps.
Vallen Curtain Controls.
Universal Electric Plants.
Ross Projection Lenses.
National Projection Carbons.
Repair Parts for
All Makes of Projectors.
Complete Theatre Supplies.

Canada's Leading Theatre Supply House.

The Coleman Electric Co.
258 Victoria St. - Toronto, Ont.

Four Women Pay Fine For Theatre Disturbance

Loew Management Will Prosecute "Callahan and Murphy" Rough-House Advocates.

The Times, New York, publishes an account of the fining of four women who created a disturbance at Loew's Victoria Theatre, during the showing of the film, "The Callahans & Murphys."

The Loew Theatres issued the following statement.

"The picture was made from a widely-read story by Kathleen Norris. During production it was supervised by a staunch Irishman, J. Edward Manix. All eliminations suggested by a group of Irish leaders were made before the picture was ever presented on any screen. It was passed by a board of censors. It is not the intention or thought of the Loew theatres to offer upon its screens or stages any subject matter that might be offensive to any one.

"While it is regretted that arrests had to be made and penalties given, the theatres are compelled to protect their patrons from such annoyances. The Magistrate advised the persons arraigned and found guilty for causing a disturbance in one of the theatres that their conduct was unlawful and would not be tolerated. At the same time he said it is extremely unfair as well as unlawful to do anything that might incite a riot when the owners of the respective theatre companies are so willing to co-operate on any suggestions offered in an orderly manner.

"The theatre management will be forced to prosecute to the fullest extent of the law disturbances of this character. We always welcome and give due consideration to any just criticisms of the amusement offered in our theatres throughout the world, but ask in all fairness that such complaints be made to use in an orderly manner, which is truly and really the American fashion of solving any problem.

"In justice to the chain of Loew theaters throughout the city we respectfully request the publication of the foregoing statement of views on our part in order that the entire matter might be presented fairly to the New York theatregoers who might misunderstand our attitude in the matter."

Grand Theatre Re-opens

The Grand Theatre at London, Ontario, is being re-opened in September by J. R. Minhinnick who continues as manager of the house after being in charge of the theatre for many years. The theatre has undergone many changes.

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Royal Commission Report Ready For Presentation

The Royal Commission which sat for two months at Montreal and other cities of the Province of Quebec to investigate conditions in moving picture theatres will present its official report to the Quebec Government on September 1, it has been announced by Mr. Justice Boyer, who directed the inquiry.

Representatives of many organizations urged that theatres be closed on Sundays in Quebec but it has already been intimidated that the Commission will not make any recommendation along this line, leaving the exhibitors to operate on Sundays if they so desire.

It is expected that the report will contain suggestions for changes in the regulations governing the inspection of theatres and that the building code will be altered to make it necessary for more exits and fire appliances. The drilling of theatre employees for emergencies will also be required.

Norma Shearer Engaged to Irving Thalberg

Norma Shearer, Canadian-born motion picture star, and Irving Thalberg, executive at the Metro-Goldwyn-Mayer studios, have admitted their betrothal.

The wedding, it is announced, will take place late in the Fall. Miss Shearer plans to continue her career after their marriage to the young studio executive. They have been friends since she placed her professional career in his hands five years ago, when she first signed a contract with the Metro-Goldwyn-Mayer company.

France To Make A Film Thriller

Paris. — Bram Stoker's "Dracula" has long appealed to all Parisians who read English, and a magnate connected with the movies, having witnessed the dramatized version of the book now being played in London, has decided to film the interesting and gruesome tale. He will not, however, trouble the author of the London play to collaborate with him; like enlightened Londoners, his opinion of the piece is not favorable to those responsible for it. Nor will the actors and actresses appearing in the Little Theatre "Dracula" be invited to perform in the contemplated screen play. Their methods, while enchanting British audiences, cannot be expected to satisfy the infinitely more exacting French. No English need apply.

Meanwhile, search has been made for a tall, thin and cadaverous-looking actor, whose expression suggests, or can be made to suggest, that he is a genuine vampire with an ever-present thirst for human blood. Up till now only two candidates have been selected from amongst fifteen competitors for the *role*. One of them is an ex-husband suspected of having done his wife to death; the other is a retired Missionary, who, as a young man, studied the blood-sucking bats of the Pampas at close quarters. A Lucy has been found, a naturally pale young person, who can assume the desired look of fright as easily as she takes down her morning cup of coffee.

Real wolves have been procured for the drive to Dracula's mountain home through the wild passes; Harker is to be seated in an old *caleche*—specially imported from the Carpathians. An endeavour will be made to show "Dracula" climbing down the Castle Wall, as in the story. Decidedly a thriller.

—GEORGE CECIL.

Gold Tournament, Bonnie Brier, White Plains, N.Y.

The next semi-annual golf tournament will be held under the auspices of The Film Daily at Bonnie Briar Country Club, White Plains, N.Y., in mid September. The committee in charge has not as yet set the date, but will do so shortly.

The tournaments, which have proven very popular over a period of years, are always open to out of town film folk. As a matter of fact, the last two or three tournaments have drawn to it a number of exhibitors and exchangemen from cities outside of New York. There are several exhibitors who always make the journey for the tournament.

We anticipate that over two hundred players will attend.

Irving Sourkes, Manager Auditorium, Quebec

Irving Sourkes, formerly with United Artists Corporation and other exchanges in Canada, has been appointed manager of the new Auditorium Theatre in Quebec City, Quebec, which is to be opened shortly under the auspices of the Keith-Albee Circuit, according to formal announcement by Clark Brown of New York, representing the Keith-Albee headquarters, who recently visited Quebec.

The Auditorium Theatre represents the one Keith-Albee expansion in the Dominion this year. The old Auditorium house has been rebuilt throughout, the seating capacity being increased to 1,800 and other important alterations being made, including a new stage and one large balcony in place of the two former galleries. There will also be a pipe organ.

The policy will be to offer feature and short films with five acts of vaudeville.

MOTION PICTURE PICNIC SUCCESSFUL AT ST. JOHN

The staffs of the nine motion picture exchanges in St. John enjoyed a picnic recently at Fairvale and "a pleasant time was had by all."

A half holiday was given and over forty employees and officials joined in the party which motored to the beautiful suburb. Games and stunts were entered into with zest, and supper which was served on the beach, was also enjoyed.

Leslie Kerr, the well-known Trojan diamond and basketball star, captured the prize for drinking a bottle of pop through a nipple. Others winning prizes were Miss Catherine Hoyt, Miss Frances Gillis, Miss Alice Sullivan, Miss Geneivieve Breene, Messrs. Erie Golding and B. Fox. The staff of the Regal Films Ltd., won the Relay race.

W. A. Sault was referee of the sporting events. Miss B. Corber was general convenor of the successful affair.

"MADAME POMPADOUR"

The Regent Theatre, Ottawa, had a special British programme recently with a result that was very satisfactory. The screen feature was "Madame Pompadour," while on the stage there was the Boys Navy League Band of Victoria, B.C., which was returning from a concert tour of the British Isles.

Donat Paquin, proprietor of the Laurier Theatre, Hull, Quebec, has announced that this house will not reopen until September when rebuilding operations will have been carried out, increasing the seating capacity to 1,400 The whole interior has been reconstructed.

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PROJECTION

By GUY E. McALLAN

We have recently read some rules for theatre wiring which the London County Council of London, England, have issued. We find that theatres must be wired so that the lights are controlled from three separate switchboards, there must be one board for the stage, and two controlling the house lights, half on each board. The two boards which control the house lights must be fed from two independent sources of supply. If the theatre has its own generating plant, it must be duplicated or provided with a storage battery which can light the house for five hours.

* * *

In picking out a new projection lens you should watch for the following:

Definition—It should give a picture which is sharply in focus at all points of the screen; it should reproduce all the beauty of photography which is in the film.

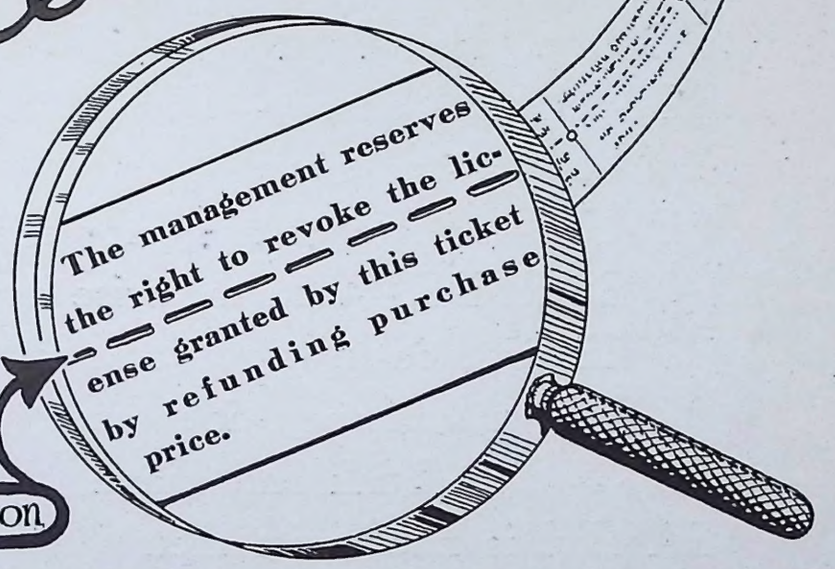
Flatness of field — The picture should pass the maximum amount of light to the screen, that is all things being equal the larger the free aperture of a lens the better, however, in poor lens a large free aperture is often secured at the expense of other good points.

Maximum contrast between the black and white of the picture, lens which are in any way aberated are prone to give a poorly contrasted picture.

200 'Planes For "The Flight Commander"

When Maurice Elvey started the Gaumont British film, "The Flight Commander," it was stated that he expected to employ nearly 40 aeroplanes. Actually, he has photographed more than 200—ranging from giant bombers and troop-carrying 'planes to tiny fighters and "Moths."

Cancellograph



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A change and put on a
BIG front this season?---you would
RETURN the answer---You're
ON buddy---and say that
YOUR hopes are certainly for a profit on your
INVESTMENT---then the wise showman would
COME right back at you and say---
DOWN with phoney titles and
TO ---- with bunk and sham. The
EARTH is filled with men
AND women who want a kick in life. They'll
BUY your little tickets when a
REAL show full of honest
ENTERTAINMENT is offered
FOR their coin.
YOUR box-office will handle more
FOLKS---and happier ones---
THIS season and give you a big
YEAR of muchly
GREATER profits if you give them
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(*Apologies to no one.*)